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## EFFECTIVENESS OF ONLINE BASED BUSINESS COMMUNICATION

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### *Abstract*

*This article departs from the issue of the effectiveness of business communication based on fulfilling internet infrastructure. This study applies internet media studies whose locus of study is the use of business communication on social media. The study found that the use of the internet in business communication became an unavoidable necessity in the modern world. However, in the use of this communication there are several components that should be applied by internet users, including network development and trust emphasis. Someone who has an extensive social media network has positive potential in developing business communication. In addition, the trust factor is also a major factor for the effectiveness of business communication. This research concludes that social media networks and social trust become components that should not be ignored in conducting business communication.*

**Keywords:** *Effectiveness, Networking, Business communication, Trust.*

### **A. INTRODUCTION**

Business communication in the modern world is inseparable from the model it applies. In the modern world, business communication can apply technology. The technology establishes a framework for a group's nonmaterial culture. If the technology of communicator changes, then the way of thinking will also change. This also impacts the way they relate to others.

Advances in technology to improve human civilization is a step to increase human creativity. With the increase in technology, human daily life will become easier. Humans will be better if they take advantage of technological advancements in accordance with what they consider useful for their lives, by not harming both themselves and others, in this case, humans must know the limits in using technology.

New discoveries in the field of technology that occur in a place can quickly be known by other people who are far from that place. Actually,

technology has been used for a long time or people have used technology. A human being uses creates and uses technology because it is intelligent. With his mind, he wants to get out of trouble, wants to live better, safer and so on. Technological development occurs because someone uses his mind to solve every problem he faces.

Currently, the need for technology has increased dramatically, along with the development of world technology that is very rapid. All individuals from any group rely on technology in their daily lives and almost every activity uses the internet as a form of modern human behaviour. One important technology and is becoming a trend in computer networks is wireless computer network technology. This technology is the development of local computer network technology that enables efficiency in the implementation and development of computer networks because it can increase user mobility and remember the limitations of technology.

Wireless networking is well-known and widely used for business or other purposes, Wi-Fi-based wireless networks are due to the development of wireless technology that is currently dominating the network world. Wi-Fi is short for Wireless Fidelity which has the understanding of a set of standards that are used for Wireless Local Area Networks (WLAN).

Wireless communication has become a basic need or new lifestyle of the information society (Priyambodo and Heriadi, 2005). Wireless LAN, better known as Wi-Fi networks, is an alternative technology and is relatively easier to implement in work environments such as offices, computer laboratories, schools and so on. Installing Wi-Fi network devices is more flexible because it does not require connecting cables between computers. Computers with Wi-Fi can be connected to each other that only requires space and space provided that the distance is limited by the strength of the radio signal emission from each computer.

The existence of the internet opens sources of information that was previously difficult to access becomes easy, the source of information is not a

problem anymore. At present, it is difficult to avoid information or writing about information technology and the internet. Newspapers and magazines are filled with success and failure stories from individuals or companies who embrace technology and information and the internet. Information technology is the same as other technologies, it's just that information is a commodity that is processed with that technology.

## **B. LITERATUR REVIEW**

Kurniawati (2012), said in her writings, the dynamics of the life of modern society now requires the nation and state to master information, science and technology. Indonesia as one of the developing countries in the world certainly requires the readiness and ability of its community members in the form of adaptability with new values, competitiveness, and creativity to be able to exist in the era of an information civilization. In line with technological advances in the world of our knowledge, certainly, impact on the progress of information. At this time the development of educational science is increasingly advanced in the teaching and learning process.

Seeing the development of an increasingly advanced era, our education world will lag behind if we cannot utilize internet technology so that by utilizing internet facilities as a source of learning will be very helpful in efforts to improve the quality of education. Equitable distribution and improvement of the quality of education are shown to shape educated people who are useful in people's lives. To form an educated human being carried out in different ways and efforts by various parties, both government and private. Among them through the education process. At this time the development of educational science is increasingly advanced in the learning process.

Technology and communication are important things in living in this globalization era. In the field of education, by mastering technology and communication, making the world of education more able to optimize the quality of education, especially in the implementation of learning activities.

Because the effectiveness and efficiency of learning will get a big influence on the development of technology and communication.

Suharsi said that learning is a process of behaviour change thanks to experience and practice. That is, the purpose of the activity is a change in behaviour, both concerning knowledge, skills and attitudes, even covering all aspects of the organism or person. Educational technology is a systematic thought about education, which will be carried out, which can be done with modern communication tools (Djamarah, 2006).

Nanang Martono (2012) explains that the role of technology in influencing human change is not a question that needs to be questioned again. Humans today cannot live without technology. Technology itself can unite the community, it can also separate the community.

The phenomenon of modernization has penetrated in all sectors of human life, private and public space, from the modernization of technology (material) to the modernization of the level of ideas (ideas) of modernization emerged with various forms, both real and in a form that is not realized by humans in the world, so it can be said almost not there are people who are not "victims" of modernization.

Winardi (2008) says individuals act because of a number of compelling forces, which exist within themselves and are represented by terms such as wants, needs, needs, and feelings of fear. Humans spend their energy in order to meet their needs.

Basically, modernization includes a social transformation of traditional or premodern shared life, in the sense of technological and social organization, towards economic and political patterns that characterize stable Western nations. The embodiment of the aspect of modernization is the development of aspects of modern life, such as mechanization, regular mass media, urbanization, increasing per capita income and so on. In addition, it also includes structural changes concerning social institutions, norms, social stratification, social relations, and so on.

Anwar Adang (2013) explained that the behaviour carried out by students is increasingly widespread. The behaviour is increasingly worrying and becoming a concern of various parties. Social behaviour emphasizes an empirical objective approach to social reality. Social behaviour is closer to the description of social reality with various implied assumptions that underlie the social construction approach. The social behaviour paradigm places more emphasis on an empirical objective approach to social reality. For a social behaviour expert, the paradigm given by social facts is too abstract in nature. While the paradigm provided by the definition paradigm is too objective in nature. According to the social behavioural paradigm, empirical data about social reality is only about overt behaviour. Moreover, the explanation of real individual behaviour is only possible in relation to certain environmental stimuli that can be measured empirically, this approach developed especially in behavioural psychology, and not sociology.

The paradigm of social behaviour focuses on the relationship between the individual and his environment which consists of various social objects, and non-social. In short, the main problem of social behaviour is individual behaviour that takes place in relation to environmental factors that produce consequences or changes in environmental factors that cause changes in behaviour with changes that occur in the environment of the actor.

The process of social change consists of three sequential stages; invention is the process by which new ideas are created and developed; diffusion, is the process by which new ideas are communicated into the social system, and the consequences, namely changes that occur in the social system as a result of the adoption or rejection of innovation. Changes occur if a user or rejection of a new idea has an effect. Therefore social change is the result of social communication. Factors driving social change include contact with other cultures, open social systems, heterogeneous populations, and future-oriented societies.

The difference with social facts is that it is in the control of individual behaviour, for the social facts paradigm of macroscopic structures and

institutions that influence it or that control individual behaviour. As for the paradigm of social behaviour shifting, to what extent do macroscopic structural factors and institutions affect the individual and the possibility of repetition.

### **C. METHOD**

The method used in this research is a descriptive method. Research with descriptive methods aims to describe precisely the characteristics of an individual, a condition, symptoms, or a particular group or to determine the frequency or spread of a symptom or the frequency of a certain relationship between other symptoms in society. The attempt to describe the facts at the initial stage is aimed at expressing the symptoms in full in the aspects investigated so that the conditions and conditions are clear. Therefore at this stage, the descriptive method is nothing more than research that is in the way of the discovery of modest facts.

Sources of data in this study consisted of two sources, namely primary data sources and secondary data sources. Primary data is data obtained directly from the source; observed and recorded for the first time. The data becomes secondary data if used by people who are not directly related to the researcher concerned. Secondary data is data that is not individually collected by researchers. Data collection techniques in this study used participant observation. In this study, researchers observed how the business processes on Facebook social media that researchers follow.

### **D. RESULTS AND DISCUSSION**

The benefits of information technology and the internet in the field of education seem to have been numerous. The existence of the internet breaks the boundaries of space and time. The internet does bring so many conveniences to its users. Various access to information and entertainment facilities for its users. Various access to information and entertainment from all over the world can be done in just one door. The internet can also penetrate the limits of the

dimensions of its users' lives, times, and wherever. Site search facilities can provide information to users so you can find lots of alternatives and choices of information needed by typing keywords in the form provided.

The role of the environment outside the world of education has begun to be seen by us, ranging from the social environment, economics, technology, to politics requires the education world to rethink how these changes affect it as a social institution and how to interact with these changes. One of the changes in the environment that really affects the world of education is the presence of information technology. Information and communication technology is one important element to live the life of the nation and state.

Science and technology can be interpreted as a product, not as a process or activity. As a product, of course, its use depends on the user. The more advanced civilization the greater the role of science and technology and in many ways it shifts the role of the supernatural power and traditional knowledge of a society.

The role of information technology in human activities, for now, is indeed enormous. Information and communication technology has become a major facility for human activities in various sectors of life which contributes greatly to fundamental changes in education, transportation, health, knowledge and research.

In the world of business, the development of information technology began to have an impact, both positive and negative. As a result of the development of information technology itself. Many things are felt differently and changed compared to the way the previous development, due to the use of information technology. So that in the world of education the existence of technology and communication systems is one component that is inseparable from educational activities.

Wi-Fi (Wireless Fidelity) is a wireless connection like a cellphone using radio technology so that the user can transfer data quickly and safely. Wi-Fi also not only can be used to access the internet, but Wi-Fi can also be used to create a

wireless network. Because of this many people associate Wi-Fi with freedom, because Wi-Fi technology provides users with space to access the internet or transfer data in meeting rooms, hot rooms, schools and places where Wi-Fi Hot Spots are marked.

It is undeniable that educational technology is a development, application, and assessment of technical systems and assistive devices for student learning processes. Learning is a process of changing behaviour thanks to experience and practice. That is, the purpose of the activity is a change in behaviour, whether it involves knowledge, skills, or attitudes even covering all aspects of the organism or person. The impact felt by students who join in doing business through online media, especially Facebook, is the perceived change and progress. The change is getting more profitable business people.

The presence of the internet in the world of technology makes it seem like it has become a routine requirement in human life so far. This can be seen from the various objectives of the target internet users, both as information media, social networking media and so forth. Wi-Fi as a product of technology and information technology will provide convenience for us if it is used for positive purposes, but if it is the opposite, it can plunge its users incorrectly. Therefore in the use of Wi-Fi technology, especially for students or students, there must be oversight from various parties and there must be a system that allows for technological supervision as well.

The use of Wi-Fi facilities has almost penetrated all academics marked by the ease of accessing the internet. Its users are not only students, pursuers, lecturers or teachers and other educators are familiar with using this tool. Because of the existence and implementation of Wi-Fi technology on these campuses, it is enough to bring change and progress in a better direction (positive). The negative impact that is felt is that the reduced intensity of children's interaction is reduced because there are no media to accommodate them to use Wi-Fi that is applied other than the computer lab and the lack of

direction given. The positive impact, helping students' learning activities and increasing children's curiosity in exploring knowledge.

Information and communication media, especially internet media in the last few years are growing rapidly and booming in the market, 2017 is the year of the explosion of electronic media especially Android-based cellphones that rely on internet programs easily and can access all forms of information easily and quickly, this year, Android-based sophisticated mobile phones are on the market at affordable prices for the lower middle class, so the majority of students using online media around campus in the city of Bandung almost all use it.

The role of internet media can add and describe all information on audiences. Good information in the form of science that is useful for students, advertisements, and other information. Besides that, in the internet media, there are other social media that can be enjoyed by users, as well as the most widely used are Twitter, Facebook, Instagram and others.

On the one hand, the existence of Wi-Fi technology that is applied has a positive effect or impact on students, especially in the learning process, but on the other hand, there is also a negative impact that always follows it. This will further influence deviant behaviour in student learning behaviour if the existence of the media cannot be monitored by the organizational structure in it.

Impacts or effects that occur caused by the internet theoretically include three factors, namely cognitive, affective, and behavioural impacts. First, the cognitive impact caused by internet media is a result that arises in individuals who are informative. For him, what can be felt is how the online media users are thought to have a constructive perspective to choose media that can provide something that can achieve all the objectives in the learning process.

Second, the effective factor is the effect which is higher than the affective impact. In this case, the students are cognitively aware of what is caused when accessing the internet, they are aware that causing him to be lazy, but because

of the strong influence of the internet on him, the media is able to change his perspective.

The third is the impact of the behaviour. The impact of behaviour is a result that arises in self or audience in the form of behaviour, actions or activities. The form of behaviour is a reflection of a person who is influenced by the surrounding environment, in the use of Wi-Fi technology. The absence of a clear action in all matters relating to irregularities in the learning process, especially with respect to the use of the internet through access to Wi-Fi technology that is applied. So when this is embedded in each individual it will transform.

Wi-Fi technology is the media that is now the most widely used in the world in accessing the internet. Organizations, companies, institutions to stalls, almost on average, provide internet access through Wi-Fi technology. In this era, almost anyone can, especially among students, is not unusual when they are dependent on accessing the internet. The existence of Wi-Fi technology that is applied makes it easy to find information and can affect the affective, cognitive, and behaviour of the audience who use it.

Learning is not a process of emptiness. Never devoid of various activities and activities. Never seen a person who learns without involving activities and activities, especially if it is related to the problem of learning to write, take notes, look, read, remember, practice or practice and so forth. In learning, a person cannot avoid a situation. The situation will diuntuk what activities will be carried out in the context of learning, even that situation will influence and determine what learning activities are carried out later.

## **E. CONCLUSION**

The digital age has launched a new generation in the world of communication. The relationship between one another is no longer limited by distance and time. Likewise, for internet media users from among students, they use the internet not only as learning media but also business media. Their

business communication is easier, faster and more effective. The students who initially had difficulty doing business, then after the internet technology became easier. This kind of technology has made individuals as media of production as well as creative reproduction in constructing their social world.

Along with the development of increasingly advanced technology, change is very fast compared to other sciences, information technology is no less progress and development with the technology itself. The sophistication given to information technology is very useful for organizational and personal progress, in this case, information technology can facilitate an activity or activity.

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